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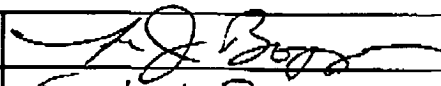
PTO/SB/21 (01-08)

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<b>TRANSMITTAL FORM</b>	Application Number	10/622,676
	Filing Date	July 17, 2003
	First Named Inventor	Thomas J. Holcomb
	Art Unit	3622
	Examiner Name	Hamilton, Matthew L.
<small>(to be used for all correspondence after initial filing)</small>		
Total Number of Pages in This Submission	23	Attorney Docket Number LESC-1-1001

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks: _____		
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm Name	Leigh Stowell & Co.	
Signature		
Printed name	Frank J. Bozzo	
Date	12-29-08	Reg. No. 36,756

CERTIFICATE OF TRANSMISSION/MAILING		
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Thomas J. Holcomb  
Title: METHOD AND SYSTEM FOR MANAGING TELEVISION ADVERTISING  
App. No.: 10/622,676 Filed: July 17, 2003  
Examiner: HAMILTON, Matthew L. Group Art Unit: 3622  
Customer No.: Confirmation No.: 3671  
Atty. Dkt. No.: LESC-1-1001

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Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO FINAL OFFICE ACTION**

Dear Sir:

In response to the Final Office Action mailed October 29, 2008, please reconsider the above-identified application in light of the following amendments and remarks: